



Gary Weinberg, President, DM Pros.

Gary Weinberg has been a leader in direct response fundraising communications for over 30 years. He takes a holistic approach, focusing on the complete giving cycle from Direct Mail, E-Mail and other forms of solicitation to acknowledgment and stewardship activities.

From Gary's point of view, *"Fundraising isn't about asking for money. It's about connecting. Engaging. It's a relationship. An ongoing conversation. It's about showing your impact and making your (perhaps soon to be) donor want to be an ongoing part of it."*

"We can write emotional letters for an organization and land that first gift, but if the organization is not providing ongoing engagement, then the second solicitation letter is for naught as the donor will be thinking, 'who are you? What have you been doing with my money since my last gift'. Donor love is all about making the donor the hero!"

Gary Weinberg has worked with a wide range of organizations including Jewish Federation of Northern New Jersey, Myasthenia Gravis Foundation of America, Columbia Mailman School of Public Health, All Stars Project and Orange Regional Medical Center.

He is a longtime member and past Board Member of the Direct Marketing Fundraising Association (DMFA) and Association of Fundraising Professionals NYC Chapter (AFP NYC). He is active in the Charitable Giving Alliance and has participated in lobbying efforts in Washington DC on non-profit issues. He currently serves on several AFP NYC committees including Professional Advancement, Communications, and Government Relations.

Outside of his business life Gary volunteers his time as Secretary on the Board of Directors of the Lehman Center for the Performing Arts in the Bronx.

For more information, go to www.dmpros.net or contact Gary Weinberg at GaryW@DMPros.net, 646-766-1010